

Designer Depot: *Breaking*

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To attract a majority of the local audience, both lower and middle income levels, K mart concentrated on planning a stock of sportswear for women, activewear for men, jeans and tops for children. On the agenda for future stores, is the addition of a footwear, bed and bath departments and jewelry.

But what prompted starting this new venture is that 1983 marks the year in which the company developed a new retailing concept that parallels the 1962 venture into the K mart store. That new concept is to provide brand name merchandise at 20% to 70% below the manufacturer's suggested retail prices.

G.D. Shanks Director, says Designer Depot wants to accomplish two goals: Attract the loyal K mart customer and attract the customer who's never shopped a K mart and is a professional, looking for brand names at a reasonable price.

Shanks is primarily responsible for directing all activities that relate to the outlet,



Bob Schanbacher, District Manager in the Eastern Region, who attended this year's District Manager's Conference, looks over the men's shirt display at the St. Clair Shores store.

including operations, merchandising, planning, systems and selecting future store locations.

Daniel McKinnon is director of administration and will develop and coordinate all accounting, merchandising and computer systems, integrating them into the existing corporate systems.

Other people involved in the project are Don Rogers, who designed the store layout along with Steve Li from the design division at KIH. Rogers was formerly store operations manager and sales promotion coordinator for K mart Apparel and is now director of sales and store operations for Designer Depot.

G. Royce Bullock is the assistant director of store operations, who aside from his varied



Designer Depot is presently on point of sale for buying and markdowns. Plans are underway to have a warehouse and distribution facility, which will handle processing, pack and hold, marketing and distribution capabilities. These warehousing and systems functions will be independent from K mart Apparel and K mart operations.

duties, will join the staffs of future designer depots on their opening day.

Tom McGilligan, formerly broadcast and magazine advertising manager, now handles the ad campaign in conjunction with an outside ad agency, Ross Roy Inc., as Designer Depot's advertising manager.

The apparel originates out of a New York buying office, staffed with several K mart people, including Patrick Seibert, General Merchandise Manager, who supervises the buying operations, Eugene Smith, Merchandise Manager for Ladies, Girls, Infants and Toddlers, Donald Metz, Buyer for Infants'

and Children's Wear and Russell Rumley, Merchandise Manager for Men's and Boys' Wear, Hosiery and Fashion Accessories.

The first Designer Depot

In the St. Clair Shores unit, a white tiled race track leads customers on the left to women's apparel, and on the right to men's wear. A curve on the left leads to intimate apparel. Further along the aisle are girls', infants' and boys' wear.

Customers will discover carpeting underfoot in these departments. Merchandise displayed on the walls adds to the store's ambience.

